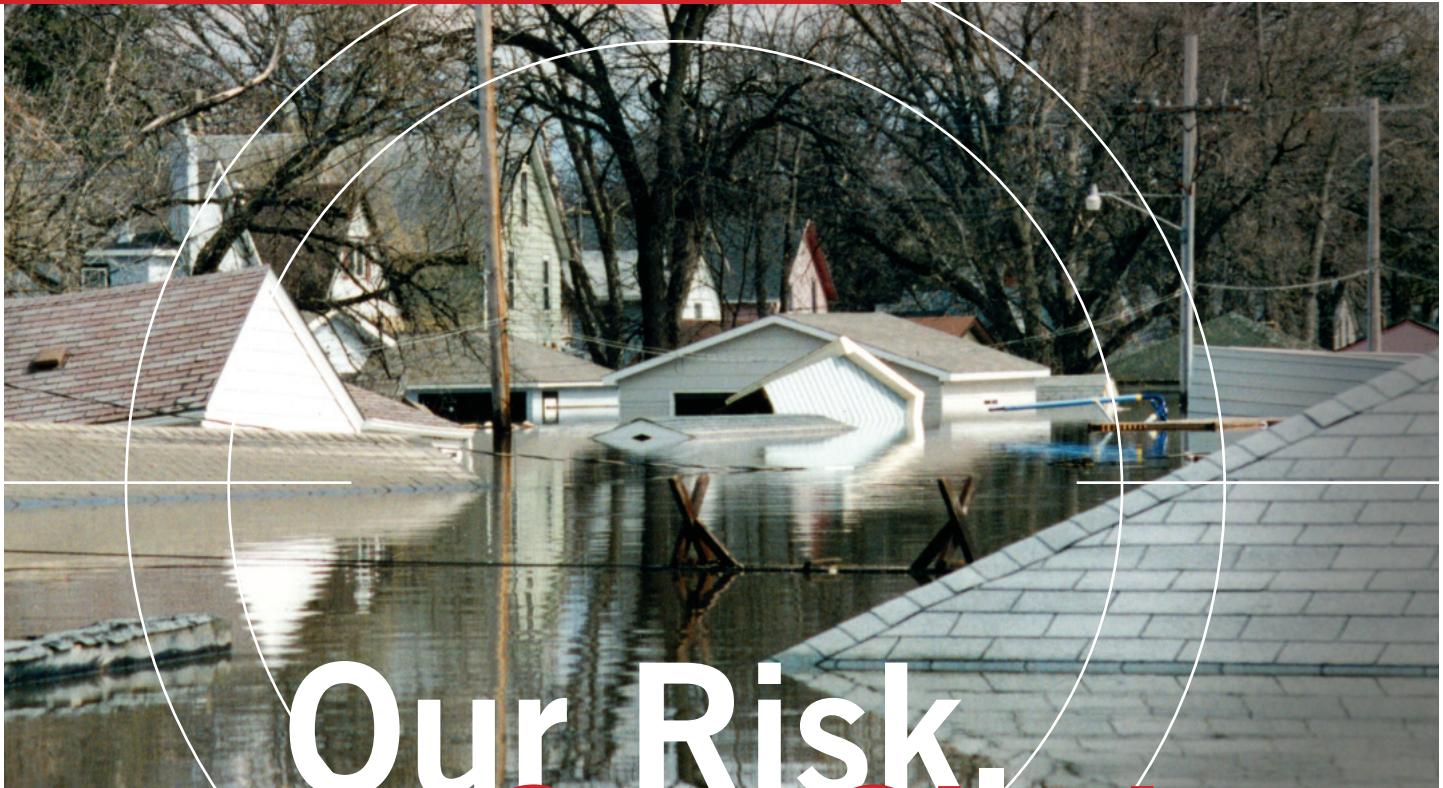


ALERT. INFORM. PROTECT.



Our Risk. Our Choice.

Levees are often all that stand between a vital community and a flood disaster. Yet in Sacramento, only about half of the homeowners who live behind levees carry flood insurance.

The Sacramento Area Flood Control Agency urges all households and businesses that are protected by a Sacramento levee to carry flood insurance. Levees are built to provide a specific level of flood protection, but severe weather can cause levees to fail. The flooding that follows can financially ruin homeowners and business owners who do not have flood insurance.

You can make a difference. ALERT YOUR CLIENTS

to the flood risk in their community. Urge them to carry flood insurance. Encourage them to apply for a low-cost Preferred Risk Policy. Make sure they know that most homeowners insurance does NOT cover damage caused by flooding. Inform them, if a flood occurs, Federal assistance usually takes the form of a low-interest loan that property owners must repay in addition to their existing mortgage.

Your clients must decide whether to carry flood insurance. But you can help them to understand the importance of this decision.

SACFA
Sacramento Area
Flood Control Agency

FloodSmart Logo Here

Preferred Risk Policies Benefit You and Your Clients

A product of the National Flood Insurance Program, Preferred Risk Policies (PRPs) are a low-cost flood insurance option for property owners who have been released from the Federal flood insurance requirement. Here are three ways PRPs benefit you and your clients:

Policy Retention: Low-cost PRPs help you to retain flood insurance policies and commissions in areas where flood insurance is a choice rather than a requirement. At about half the price of Standard flood insurance, PRPs are a low-cost, full-protection option for clients who might otherwise cancel their flood insurance.

The Best Defense: Our community faces a flood risk that is one of the highest in the nation. By presenting your Sacramento clients with PRP savings, you will encourage them to protect against the potentially devastating financial harm of a flood disaster. Currently, more than 25,000 Sacramento property owners carry a Preferred Risk Policy.

Client Satisfaction: PRP savings make for satisfied clients. The savings can open the door to new business, both through word-of-mouth referrals and opportunities to discuss additional insurance needs.

A COST COMPARISON: Standard vs. Preferred Risk Flood Insurance

Coverage Amount		Coverage Type		Annual Savings
Home Structure	Contents	Standard Premium ¹	Preferred Risk Premium ²	
\$100,000	\$40,000	\$632	\$233	\$399
\$125,000	\$50,000	\$697	\$249	\$448
\$150,000	\$60,000	\$763	\$264	\$499
\$200,000	\$80,000	\$893	\$296	\$597
\$250,000 ³	\$100,000	\$1,022	\$317	\$705

HOW TO READ THIS CHART: A Standard flood insurance policy that insures your home for \$250,000 and your belongings for \$100,000 will cost \$1,022, while a Preferred Risk Policy with the same coverage amounts will cost \$317. The Preferred Risk Savings: \$705 each year. PRPs can also be written to insure properties with basements, 2 to 4 family residential properties, and many commercial properties.

¹ Single family home. No basement. AR, A99, B C or X flood zone. Premiums reflect a 10% CRS discount.

² Single family home. No basement. For eligible property in a B, C or X flood zone.

³ The maximum coverage amounts for residential, National Flood Insurance Program flood insurance policies are: \$250,000 for Home/Structures and \$100,000 for Contents.

FEMA rules now allow agents to switch clients mid-term from Standard to Preferred Risk flood insurance. For more information on how to write a Preferred Risk Policy: • Contact your underwriting department • Visit the Flood Insurance section of the SAFCa website at www.safca.org • Visit the National Flood Insurance Program website at www.agents.floodsmart.gov • Visit the FEMA website at www.fema.gov/business/nfip/

SAFCa is the local government agency responsible for reducing the flood risk to the Sacramento region.

Flood Zone Troubleshooting:

Insurance agents who want to provide their customers with latest information on flood zones, but may not have access to recent flood zone updates, now have a new tool to help Sacramento property owners. SAFCa has partnered with First American Flood Data Services to allow consumers and agents to check their flood zone and receive a flood risk analysis of their property. For a nominal fee, property owners will soon be able to log on to First American's website: www.floodinfo.com. Once there, property owners can enter their address and obtain a flood zone analysis of their property. This analysis will reflect the most recent available flood map data for the Sacramento region and inform property owners whether their home or building is located in a flood zone that qualifies for Preferred Risk flood insurance.